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Programme planning

Proposed strategic framework for the period 2012-2013

Part two: biennial programme plan

Programme 23
Public information

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Overall orientation

23.1 In its mission to help fulfil the substantive purposes of the United Nations by strategically communicating the activities and concerns of the Organization to achieve the greatest public impact, the Department of Public Information coordinates its communications campaigns on key priority areas and maintains a balance between new and traditional means of communication. It also makes every effort to widen the pool of its communications partners and to strengthen its outreach to the public in both developed and developing countries through the network of United Nations information centres. The mandate of the Department is contained in General Assembly resolution 13 (I). The Department's work is guided by the priorities laid down by the Assembly and its subsidiary body, the Committee on Information, thro solutions on questions relating to information, the most recent of which are 64/90 A and B.

23.2 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations by providing timely, accurate, impartial, comprehensive and coherent information. To this end, using the Millennium Declaration as its guide, the Department will focus on priority themes in support of the three pillars of the Organization's work: development, peace and security, and human rights. Within these three broad priority themes, the Department will seek to underscore the Secretary-General's emphasis on delivering results, accountability and addressing global challenges for the common good. In addition, the Department identifies Africa as a regional focus and youth as a strategic audience for its communications work.

23.3 The Department works closely with substantive offices of the United Nations system to deliver effective and targeted information programmes on the identified key areas, including for global conferences and observances. It aims to reach and engage audiences worldwide, including Governments, the media, non-governmental organizations (NGOs), educational institutions, business and professional organizations and other members of civil society to encourage support for the Organization and its objectives.

23.4 To accomplish this mission, the Department takes the following core approaches in its work: strategic working relationships with the substantive departments and offices of the Secretariat and the organizations and bodies of the United Nations system; enhanced use of the latest information and communications technologies, in both traditional and new media, to deliver information directly and instantaneously worldwide; the building of expanded grass-roots support through partnerships with civil society organizations; and the parity of official United Nations languages in the preparation of news and communications products.

Subprogramme 1
Strategic communications services

Objective of the Organization: To broaden understanding of and support for the work of the United Nations on priority thematic issues, in particular by providing communications support for key United Nations events and initiatives

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Improved quality of media coverage on the thematic priority issues	(a) Increased percentage of articles on priority themes that contain United Nations messages
(b) Increased reach of the online components of communications campaigns on priority themes	(b) Increased number of members of the general public reached through new media
(c) Improved understanding at the local level of work carried out by the United Nations	(c) (i) Higher percentage of target audiences indicating that their understanding of the United Nations has grown or improved (ii) Increased number of visitors to the subprogramme's websites

Strategy

23.5 The subprogramme will be implemented within the Department of Public Information by the Strategic Communications Division, which consists of the Communications Campaigns Service, the Information Centres Service, including the network of United Nations information centres, and the Committee Liaison Unit.

23.6 The objective will be accomplished by developing communications guidance and messages that are more sharply focused, through better vertical integration of campaigns and messages between the Department at Headquarters and the network of United Nations information centres in the field, as well as through improved horizontal integration between the Department, other Secretariat departments and offices and the respective information components of United Nations agencies, funds and programmes. At the national level, the network of United Nations information centres will continue to closely integrate their work with the strategic and communications priorities of United Nations resident coordinators and country teams, while also benefiting from more thorough, timely and targeted information from the subprogramme's offices concerned with development, peace and security, and human rights issues. Specially designated information centres will continue to assist other centres in their respective regions in sharing expertise and resources and in developing messages and communications campaigns that are tailored to regional or subregional needs and interests. The United Nations Communications Group will be utilized to enhance the coordination of communications activities between the Department and the wider United Nations system through inter-agency task forces to harmonize communications on priority issues for the Organization. In addition, communications efforts that have a particular national or regional resonance will be

strengthened through United Nations communications groups at the country and regional levels.

23.7 In order to enhance public understanding of the aims and activities of the United Nations, information products will be created in both official and local languages for delivery to target audiences. Strategic media outreach activities, including press conferences and interviews with senior officials, will also be organized. Websites in local languages will continue to be maintained and strengthened by the network of United Nations information centres. New media technologies, such as social networking sites and text messaging, will be used at Headquarters and at the country level to expand the reach of communications campaigns and better inform the wider general public about United Nations priority issues.

23.8 Operational support and strategic communications advice will continue to be provided to the information components of United Nations peace missions and to political missions, as appropriate.

Subprogramme 2
News services

Objective of the Organization: To strengthen support for the United Nations through information products and news services

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased utilization by media organizations and other users of news, information and related multimedia products about the United Nations	(a) (i) Increased partnerships with radio and television, broadcasters and rebroadcasters, by language and by region (ii) Increased number of visitors to the United Nations website, including the News Centre, by official language (iii) Increased number of individual end-user downloads of radio and television products and high-resolution photographs
(b) Timely access by news organizations and other users to daily meeting-coverage press releases, television packages, photos and other information products	(b) Maintenance of the current percentage of products meeting deadlines

Strategy

23.9 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesperson for the Secretary-General and by the network of United Nations information centres.

23.10 The objective will be accomplished through the timely delivery of accurate, balanced and, where feasible, customized news and information materials and services through radio, television, video, photographs, printed media and the

Internet, to media and other users globally, utilizing new information technologies to reach a wider audience more quickly. Multilingualism and developing-country media will be particular priorities of the subprogramme's outreach efforts.

23.11 New information technologies will also enable the subprogramme to continue to improve access from the field, especially during times of breaking news, as well as to enhance its integrated multimedia services.

23.12 Taking advantage of the opportunities provided by new technologies for disseminating and receiving information, such as mobile devices, will require innovative associations with information providers, supplementing partnerships and other forms of collaboration with broadcasters and other redisseminators. Such collaborations will help to meet the needs of a global audience by offering quality materials that reflect the priorities identified by Member States, including the Millennium Development Goals, to the widest possible range of information outlets. Special programmes will be produced and distributed as required.

Subprogramme 3
Outreach services

Objective of the Organization: To enhance understanding of the role, work and concerns of the United Nations, and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Expanded relationships with partners	(a) (i) Increased partnerships with entities within the United Nations system and with external organizations (ii) Increased number of non-governmental organization partners from developing countries and countries in transition
(b) Increased reach of United Nations information through various media and services	(b) (i) Increased number of visitors to the subprogramme's websites (ii) Increased number of individual end-user downloads of publications and other outreach products

Strategy

23.13 Subprogramme 3 will be implemented by the Outreach Division, which includes the following nine clusters: Knowledge Solutions and Design; Advocacy and Special Events; Education Outreach; Publications and Editorial; NGO Relations; Sales and Marketing; Visitors' Services; and, under the Dag Hammarskjöld Library, Information Processing and Acquisitions, and Library Users' Services. The Division also includes the secretariat of the Publications Board and the Exhibits Committee.

23.14 The Division will work to enhance understanding of the United Nations both by producing information products, such as publications and exhibits, and by organizing briefings, speaking engagements and special events that highlight United Nations priority issues. The Division will accomplish its objective by working in partnership with external organizations, institutions and individuals that have their own networks and delivery systems and therefore can amplify the United Nations message. These include NGOs, educational institutions, cultural organizations, foundations and Governments. In addition, the universal power of the media and celebrity advocates is keenly recognized. The Division will therefore continue to employ Messengers of Peace in a targeted, issue-oriented fashion. New partnerships will be sought with the film and television industries with the intention of involving the United Nations in storylines or backdrops as a means of expanding the presence and visibility of the Organization in contexts and among audiences where it is not usually found.

23.15 To reach a broader segment of the global public, the Division will continue to explore innovative ways of using new media and social networking sites to promote United Nations objectives and issues. Such initiatives are particularly important in reaching younger audiences, a key target group for the Department. A concerted effort will be made to broaden the geographical diversity of the Division's partners. For example, increased participation of underrepresented regions of the world will be a factor when selecting NGOs to be associated with the Department.

23.16 The Division will increase and facilitate access to the wealth of United Nations information, both historical and current, through the services of the Dag Hammarskjöld Library. These services are essential for the internal work of United Nations staff and officials, as well as Member States, but also to outside researchers and, increasingly, the public, through electronic access to information. The current advances and trends in information technology point to more global library services, with access to electronic information resources not being limited by geography. With the explosion of information available through the Internet, special attention will be paid to providing services that orient and guide information-seekers.

23.17 The objective of the subprogramme also entails facilitating access to and the exchange of information within the United Nations. Enhancing internal communication on iSeek will be a key factor in solidifying the concept of a global Secretariat and increasing knowledge-sharing among staff in different departments and duty stations.

Legislative mandates

General Assembly resolutions

13 (I)	Organization of the Secretariat (annex I)
55/2	Millennium Declaration
60/1	2005 World Summit Outcome
60/4	Global Agenda for Dialogue among Civilizations
60/7	Holocaust remembrance
60/252	World Summit on the Information Society

61/95	United Nations Disarmament Information Programme
62/82	Special information programme on the question of Palestine of the Department of Public Information of the Secretariat
62/137	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
62/147	International Covenants on Human Rights
62/179	New Partnership for Africa's Development: progress in implementation and international support
63/306	Multilingualism
64/15	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade
64/18	Special information programme on the question of Palestine of the Department of Public Information of the Secretariat
64/96 A	Questions relating to information: Information in the service of humanity
64/96 B	Questions relating to information: United Nations public information policies and activities
64/226	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence
64/243	Questions relating to the programme budget for the biennium 2010-2011